

Bringing Farm Fresh Thinking to the Table

New hatchery & head office benefits producer, consumer & environment

Granny's Poultry has emerged from its shell, again. One of Manitoba's 50 Fastest Growing Companies for nine years, the company has opened the most energy efficient, technologically advanced hatchery in the world. The new 35,000-square-foot hatchery and accompanying head office located in Transcona marks another milestone for Granny's, with producers, consumers and the environment all standing to benefit from the move.

According to Chief Operating Officer, Wayne Morrison, the company decided to move to a larger, state-of-the-art building to keep up to the rapid growth in operations in recent years. "We had been at our previous facility for 20 years and were landlocked there, with no room to expand. We're now sited on seven and a half acres of land, which will meet our needs for the foreseeable future," Morrison says.

Particularly noteworthy about Granny's new location is its use of a heat recovery system that allows the company to capture and recover the natural heat generated in the hatchery by the development of the chicks in the eggs. This heat is then used for a variety of purposes throughout the building. A geothermal component supplements this heat source and provides the building's cooling requirements. Finally, an Energy Management System manages these components.

"We are the only hatchery in the world using all three of these systems together," Morrison remarks, adding that the company expects to enjoy over \$100,000 per year in energy savings.

The new facility also boasts several other environmentally sustainable elements, including high efficiency fluorescent lighting, a single loop system in the hatchery that reuses water, low flush toilets and banks of windows to provide extensive natural light throughout the office.



"Added together, we are making a smaller environmental footprint," Morrison notes.

Significant advancements in biosecurity also come to play in the new building, where a pristine environment ensures the best possible start for healthy chicks and ultimately, healthy flocks for producers to raise. The highest possible standards are also maintained at Granny's Blumenort, Manitoba processing facility, which is also undergoing a series of expansions and improvements.

"Ultimately, what this new technology means is enhanced quality of our product at all stages: a better quality chick, which in turn benefits

the producer who grows that chicken and ultimately the consumer, who enjoys a better end product at the dinner table," Morrison says.

With more consumers choosing chicken and turkey over other sources of protein meat, Granny Poultry's expansion makes good business sense. The largest poultry processor in Manitoba, and the largest Manitoban-owned and controlled food processor, Granny's Poultry is owned and controlled by a cooperative of chicken, turkey and hatching egg producers. Granny's Poultry employs 400 people and has been recognized as one of Manitoba's Top 100 Employers in 23 of the last 24 years.